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BIDDING MODEL SELECTION SUBMODULE

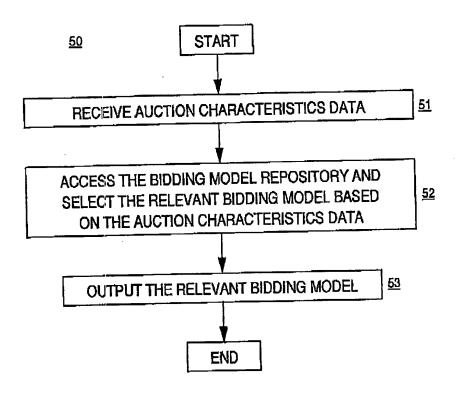


FIGURE 5

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STRUCTURE ESTIMATION SUBMODULE

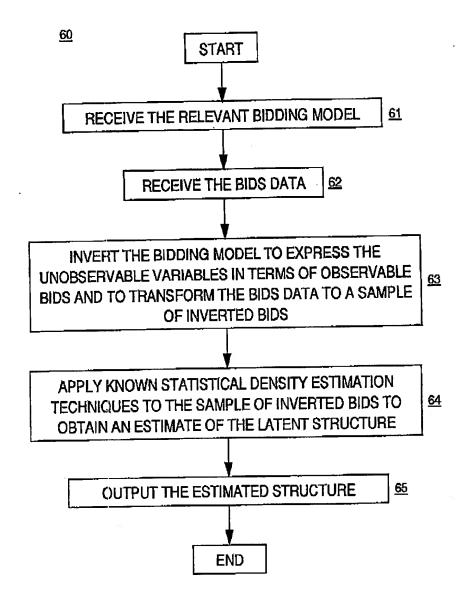


FIGURE 6

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BIDDING BEHAVIOR PREDICTION SUBMODULE

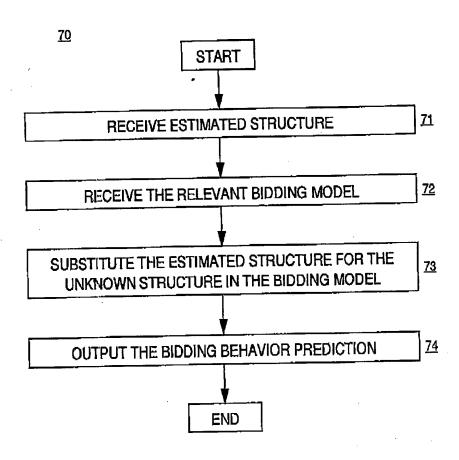


FIGURE 7

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OUTCOME PREDICTION SUBMODULE

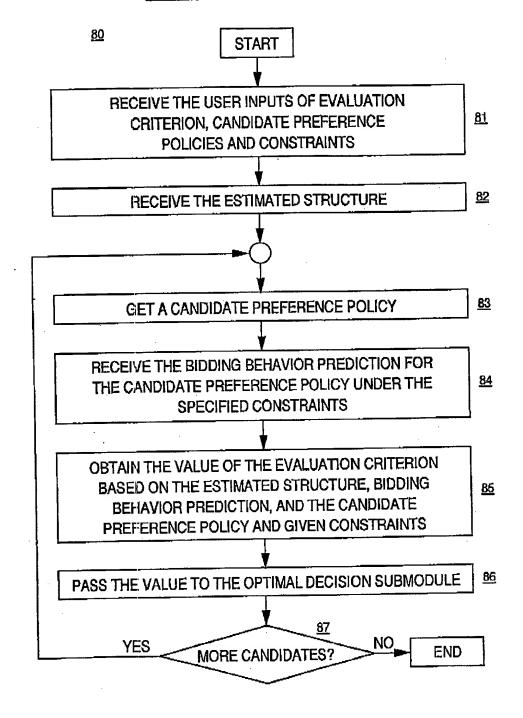


FIGURE 8

AUCTION CHARACTERISTICS: Auction ID Item ID Item Name Quantity Dates: Announcement . Start Close Seller/Buyer ID **Auction Mechanism Characteristics** Invited Bidders' IDs Participating Bidders' IDs and Bids Quantities Outcome: Assigned Price for each bidder Assigned Quantities for each bidder Fees: Shipping & Handling **Taxes Auctioneer Fees:** Posting Fee

BIDS:

Bid ID
Auction ID
Item ID
Bidder ID
Bid Time Stamp
Price Bid

FIGURE 11 (sh. 1)

Ad Valorem Fee

Bit Type

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```
Proxy
              Direct
      Quantity Desired
      Minimum Quantity
      Currency
MECHANISM CHARACTERISTICS:
      Format
              English
              Dutch
              Sealed Bid First Price
              Sealed Bid Second Price
              Vickrey
              etc.
      Buy/Sell
      Entry Rule
              Open
                    Free
                    Fee
              Invitation
                    Free
                    Fee
      Reserve Price
              Secret
              Open
      Start Price
      Bid Increment
              Fixed
               Relative
```

FIGURE 11 (sh. 2)

Closing Rule

Inactivity Time **Fixed Closing Time**

ITEM CHARACTERISTICS

Item ID

Name

Description

Location

SKU

Manufacturer

Model number

Condition

Warranty

Weight

Weight Unit

Measurement Unit

Currency

list price

etc

BIDDER CHARACTERISTICS:

ID

Segment ID

Name

Address

General Information

Socio Demographic Information

Etc

FIGURE 11 (sh.3)

SELLER/BUYER CHARACTERISTIC

Etc.

Seller/Buyer ID
Name
Address
General Information
Socio Demographic Information

FIGURE 11 (sh. 4)